

Herbal/Traditional Products in Brazil

Market Direction | 2022-10-07 | 29 pages | Euromonitor

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Report description:

Herbal/traditional products is expected to grow in current value terms in 2022. The main reason for this is price increases, as volume sales are set to decrease across all categories when compared with 2021. With concerns about immunity and flu symptoms top-of-mind following a year of fear over health, consumers are demonstrating a preference for medicated OTC products rather than natural and traditional solutions for cough, cold and allergy remedies. The general increase in prices notably reduc...

Euromonitor International's Herbal/Traditional Products in Brazil report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2017-2021, allowing you to identify the sectors driving growth. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Herbal/Traditional Cough, Cold and Allergy (Hay Fever) Remedies, Herbal/Traditional Dermatologicals, Herbal/Traditional Dietary Supplements, Herbal/Traditional Digestive Remedies, Herbal/Traditional Paediatric Dietary Supplements, Herbal/Traditional Sleep Aids, Herbal/Traditional Tonics, Herbal/Traditional Topical Analgesics.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Herbal/Traditional Products market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop

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reliable information resources to help drive informed strategic planning.

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HERBAL/TRADITIONAL PRODUCTS IN BRAZIL

KEY DATA FINDINGS

2022 DEVELOPMENTS

Consumers prefer to treat coughs, colds and allergies with non-herbal products

Hypera SA dominates herbal/traditional digestive remedies

Specialised shops and small local grocers compete with pharmacies

PROSPECTS AND OPPORTUNITIES

Herbal/traditional products has growth prospects in the forecast period, but competition with standard OTC products will continue in the short term

New regulation could give greater credibility and move the competitive landscape

Pharmacies could strengthen their position with e-commerce expansion and customer centricity

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